

INTERACTIVE TELEVISION SYSTEM

ABSTRACT OF THE DISCLOSURE

An interactive television system includes an Internet content provider and a television signal source. The system also includes an interactive television that receives content from the Internet content provider and the television signal source. Stored in a memory in the interactive television are plural television channels and plural virtual channels. Each television channel is associated with broadcast content from the television signal source. Moreover, each virtual channel is associated with Internet content, e.g., a Web page, from a respective Internet content provider. The internet content is stored in and periodically updated to a memory within the interactive television. A consumer is able to choose a television channel or a virtual channel at the interactive television. If the consumer chooses a television channel, broadcast content from the television signal source is displayed by the interactive television. On the other hand, if the consumer chooses a virtual channel, Internet content stored in the virtual channel memory and associated with the virtual channel is retrieved from the memory and displayed by the interactive television. As such, a consumer is able to view television content and Internet content through the interactive television without the need for a separate Internet computer.